State of New Jersey
CANNABIS REGULATORY COMMISSION
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May 27, 2026

VIA CERTIFIED AND ELECTRONIC MAIL *to:* [redacted]
Mister Jones LLC
[redacted]

Re: NOTICE OF VIOLATION –**Mister Jones, LLC.;** INV 55 2026

Dear [redacted],

This letter is a Notice of Violation ("Notice"), issued by the New Jersey Cannabis Regulatory Commission ("NJ-CRC") in accordance with N.J.A.C. 17:30-20.4 to Mister Jones LLC. ("Mister Jones"). An investigation which commenced on April 10, 2026, and remains ongoing as of the date of this Notice revealed Mister Jones committed the following violations:

1. **Violation 1: N.J.S.A. 24:6I-35a.(9)(c)** –Prohibit engaging in advertising unless the advertiser has reliable evidence that at least 50 percent of the audience for the advertisement is reasonably expected to be 21 years of age or older.

2. **Violation 2: N.J.A.C. 17:30-17.2(a)**[1]- A licensed cannabis business may provide information to the public through advertising, except that no person shall engage in advertisement of a cannabis business, cannabis products, or cannabis paraphernalia, unless such person has reliable evidence that at least 71.6 percent of the audience for the advertisement is reasonably expected to be 21 years of age or older.

3. **Violation 3: N.J.A.C. 17:30-17.2(d)(5)**- No person shall advertise any cannabis business, cannabis product, or cannabis paraphernalia:
    5. At or in connection with a charitable, sports, musical, artistic, cultural, social, or other similar event or sponsor such an event, unless the advertiser or sponsor has reliable

[1] As of the date of this Notice, the regulation has not yet been updated to reflect the recent statutory amendment concerning the percentage of an advertisement's audience that is reasonably expected to be 21 years of age or older.

evidence that no more than 20 percent of the audience at the event is reasonably expected to be under the legal age to purchase cannabis items

4. **Violation 4: N.J.A.C. 17:30-17.2(d)(7**)- No person shall advertise any cannabis business, cannabis product, or cannabis paraphernalia:
    7. On a sign or placard in an arena, stadium, shopping mall, fair that receives State allocations, or video game arcade, unless such a site is an adult-only facility that prohibits persons under 21 years of age from entering

5. **Violation 5: N.J.A.C. 17:30-17.2(f)(1)**- A cannabis business that advertises shall keep records as reliable evidence that the advertisement meets the requirements of this subchapter, which shall be available, upon request, to the Commission.
    1. Such records shall include a precise description of the audience that is reasonably expected for an advertisement, and a list of all publications and venues in which an advertisement was published.

On April 6, 2026, the NJ-CRC received a complaint alleging that Mister Jones participated as a paid sponsor of the Little Falls Lady Hornets youth softball program. The complaint further asserted that the program served children between the ages of 7 and 14 and was primarily attended by minors and their families. The complaint included several photos: a joint Instagram post featuring Mister Jones and the Little Falls Lady Hornets, a poster advertising Mister Jones dispensary displayed at a Little Falls Lady Hornets game, and an image of a minor within viewing range of that advertisement. During its investigation, NJ-CRC staff verified the submitted photographs through online sources and confirmed that the Little Falls Lady Hornets program participants ages are 8 to 14. On April 10, 2026, NJ-CRC staff contacted Mister Jones requesting information regarding the softball sponsorship, including documentation of the event's attendee demographics. Later that same day, Mister Jones submitted a receipt for the sponsorship payment, stated that no product was present at the event, and provided photos of baseball bats, asserting that the sponsorship was limited to a custom bat to be raffled off rather than the entire tournament. Mister Jones failed to submit evidence demonstrating that its advertisement complied with regulatory requirements.

Within 20 business days of the receipt of the Notice of Violation, Mister Jones shall (1) Correct the violation; (2) Notify the Commission, in writing, with a postmark date that is within 20 business days of the date of receipt of the Notice of Violation, of any corrective actions taken to correct the violations, and the date of implementation of such corrective actions.

This Notice of Violation satisfies the NJ-CRC's responsibility to provide five-day notice before any enforcement action shall be taken, as required by N.J.A.C. 17:30-20.5. Mister Jones is notified that the above-referenced violations may result in the imposition of civil monetary penalties in accordance with the schedule set forth at N.J.A.C. 17:30- 20.7.

N.J.A.C. 17:30-20.5(a) establishes that: "In response to a violation of any provision of the Act or this chapter, the Commission is authorized to take enforcement action or impose sanctions upon a license holder. Sanctions may include, but are not limited to, civil monetary penalties; suspension, revocation, non-renewal, or denial of a license; referral to State or local law enforcement, pursuant to N.J.A.C. 17:30-20.6, 20.7, and 20.8; or any combination thereof." Corrective action taken by Mister Jones does not preclude the NJ-CRC from imposing penalties but may be taken into consideration when

considering the penalty to be imposed for each violation. N.J.A.C. 17:30- 20.6(f)(4).

Mister Jones has acted in violation of the Cannabis Regulatory, Enforcement Assistance, and Marketplace Modernization Act, N.J.S.A. 24:6I-31 et seq., and adult use regulations by advertising its cannabis business without reliable evidence that at least 50 percent of the audience for the advertisement was reasonably expected to be 21 years of age or older; advertising its cannabis business at and in connection with a sport event without reliable evidence that no more than 20 percent of the audience at the event was reasonably expected to be under the legal age to purchase cannabis; advertising its cannabis business on a poster in an arena or stadium that did not prohibit persons under 21 years of age from entering; and failing to keep records as reliable evidence that its advertisements met the requirements of the adult use regulations.

The NJ-CRC hereby orders Mister Jones to immediately cease advertising its cannabis business (1) without reliable evidence that at least 50 percent of the audience for the advertisement is reasonably expected to be 21 years of age of older; (2) at and in connection with a sports event unless there is reliable evidence that no more than 20 percent of the audience at the event is reasonably expected to be under the legal age to purchase cannabis items; (3) and on a sign or placard in an arena, stadium unless such a site is an adult-only facility that prohibits persons under 21 years of age from entering. The NJ-CRC further orders Mister Jones to conform its advertisements with the statute and adult-use regulations. The NJ-CRC reserves the right to impose sanctions for these violations.

The NJ-CRC appreciates your expeditious cooperation in this matter. Any questions regarding this correspondence can be sent via e-mail to your assigned Field Monitor.

Sincerely,

Marie-Alaina J. Murdza

Marie-Alaina J. Murdza, Assistant Director
Office of Compliance and Investigations
New Jersey Cannabis Regulatory Commission

Cc: Harris Laufer, Chairperson, NJ-CRC
Christopher Riggs, Executive Director, NJ-CRC
Dave Tuason, Chief Counsel, NJ-CRC
John Kirkland, Investigator, NJ-CRC
Kevin Healey, Chief, NJ-CRC